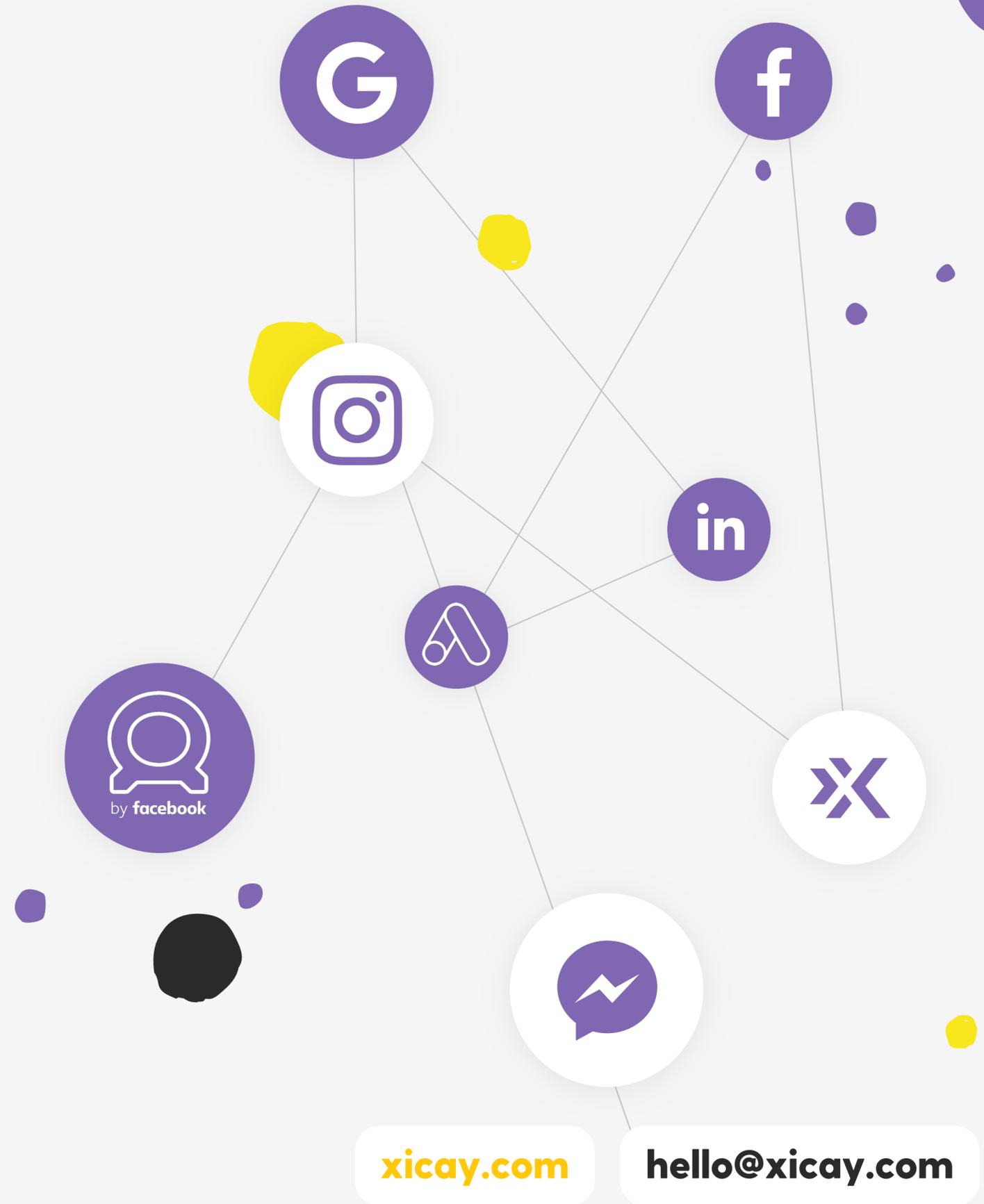


FULL-SERVICE DIGITAL MARKETING

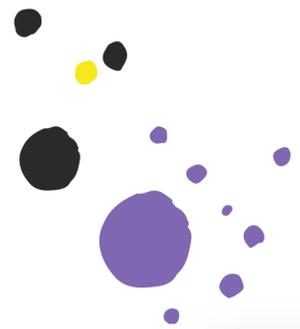
Elevate Your Social Media Presence

Stand out from a sea of competition with a powerful online marketing presence that captivates your audience with fresh, compelling, innovative, and effective ads



About Us

At Xicay Technologies, we're all about building your brand. Your digital platform is often the first thing your customers see — it should excite, amaze, and inspire. As a team of brand strategists, developers, and designers, we are your ideal social media partners! We know what it takes to inspire audiences into profitable action through leading platforms such as Facebook, LinkedIn, Instagram and Google. Connect with us now to learn how we can exceed your industry's average conversion rates together.



3M+

Leads Generated



Marketing
Partner



1B+

Impressions



Marketing
Partner



10K+

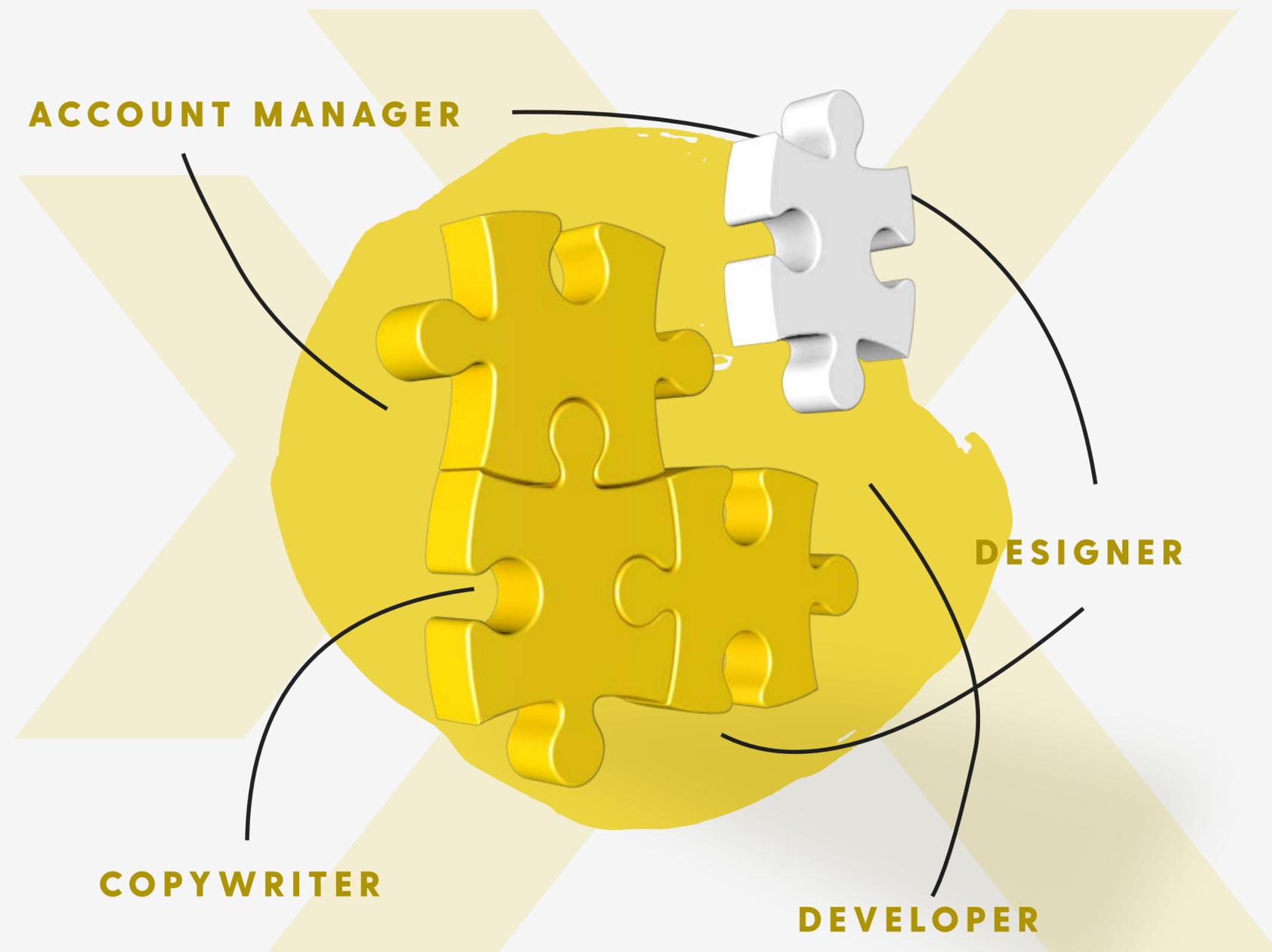
Campaigns Launched



Google
Partner

Your team

Support like you have never seen before. We believe in the strength of a team at Xicay Technologies, which is why each client has a dedicated Marketing Strategist, Account Manager, Graphic Designer, and more. And, because we've been awarded official Facebook and Google Marketing Partnerships, you can be sure that then team behind you is the best at what they do.



The formula

There's no one-size-fits-all solution when it comes to paid social media ads. The secret to success is creating a customized plan that works for you. We create ads and customize your campaign to ensure your message gets in front of your most valuable audience on all the most popular digital platforms. With real-time reporting, you'll be able to track your campaign performance and measure success at any time.

- ✓ AUDIENCE
- ✓ PLATFORMS
- ✓ CREATIVE
- ✓ ACTIONS
- ✓ REPORTING



4 Point Targeting Method

Our secret sauce involves a revolutionary four-point targeting method that enables businesses to tap the ideal market. With our targeting strategy, you won't have to waste your budget on consumers who are not interested in your products or services.



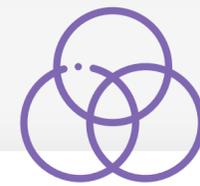
Custom Audience



Behavioral



Pixel



Lookalike



Custom Audience



Behavioral



Pixel



Lookalike

Custom audience

When it comes to advertising, a one-size-fits-all approach is not effective. We work with each client to create tailored solutions, so you can reach and deliver ads to your ideal customer, leading to a higher return on investment (ROI).





Custom Audience



Behavioral



Pixel



Lookalike



Behavioral

We don't just target clients based on demographics. We use data and analytics to find the most compatible market, based on behaviors, interests, job titles, and much more. Save time and money and connect with customers who will love your product!





Custom Audience



Behavioral



Pixel



Lookalike

Pixel

Track your visitors' interactions on your website, and pursue them through remarketing to generate more conversations. This process leads to a more personalized experience. You can trust us to maintain and grow your audience through proven, data-driven methods.





Custom Audience



Behavioral



Pixel



Lookalike



Lookalike

We use lookalike audiences to reach new consumers similar to your loyal clients. In other words, we typify your key audience, and effectively replicate their characteristics in your future targets. Reach people who will love your product and save time and money!



Platforms

Your ads will appear on the most popular digital platforms, social channels, mobile apps, and websites. Reach your audience where they spend more scrolling time, and turn connections into profit.

The platforms we work through capture 95% of all digital usage.

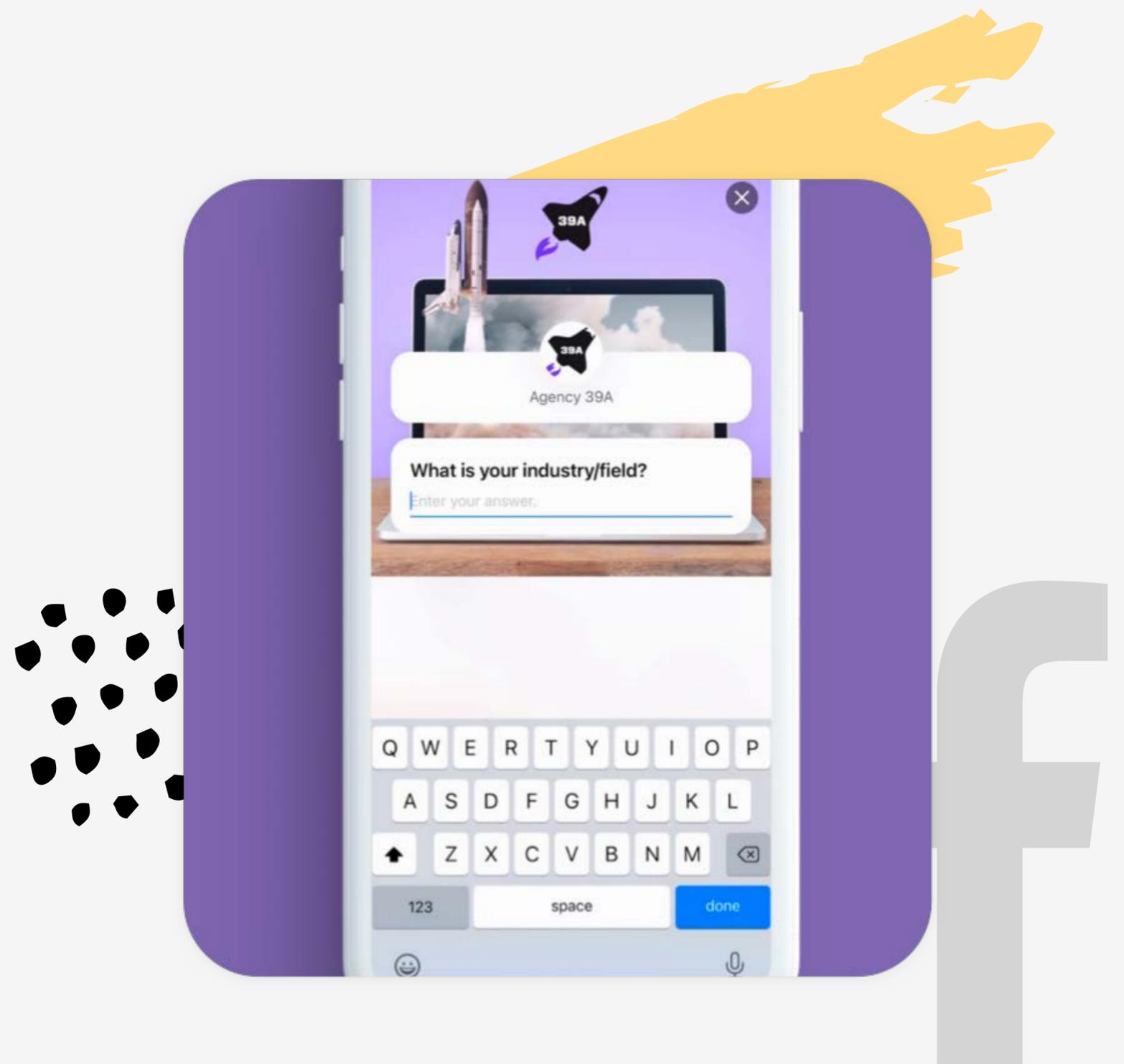


PLATFORMS

Facebook

Connect with your audience through Facebook advertising. We harness the broad reach of the largest social network, and make it count for your business.

2.7 billion active monthly users worldwide.

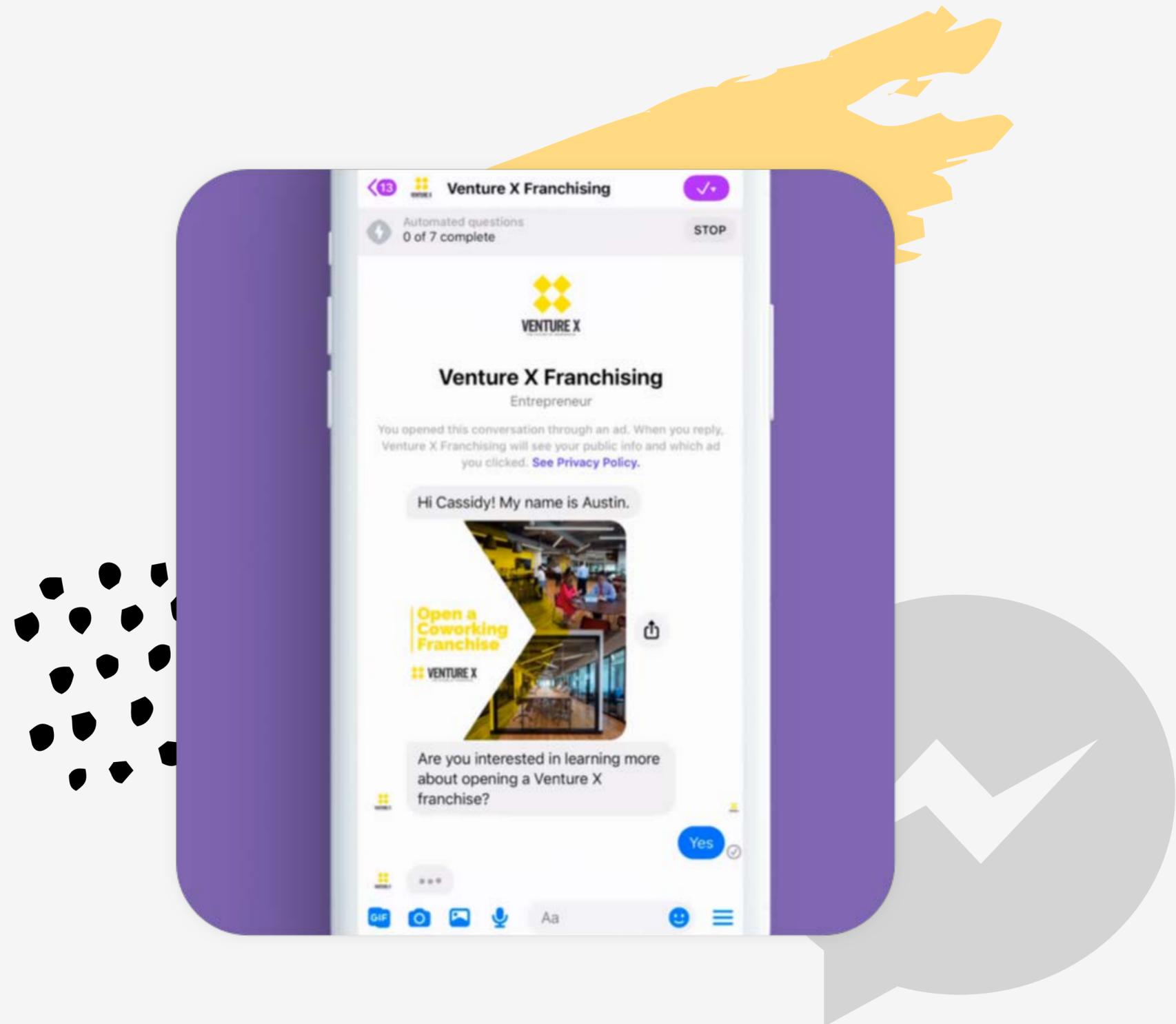


PLATFORMS

Messenger bot

Facebook Messenger ads use bot technology to engage with audiences and capture leads. Create an audience of engaged customers through call-to-action strategies and personalized interactions

25 billion personal and professional messages sent monthly.



PLATFORMS

Instagram

Instagram consumers make marketers' dreams come true — they engage, share, and purchase more than the typical social media user. Harness the potential of this platform and get your name out there through effective messaging and targeting!

The average Instagram user scrolls the length of the Statue of Liberty daily.



PLATFORMS

LinkedIn

Reach a professional audience through LinkedIn ads, which you can segment through industry-specific variables. We specialize in LinkedIn sponsored ads and message ads. We engage with more prospects through targeted chatbot technology, and seamlessly grow your audience

90 million LinkedIn users are senior-level professionals, while 63 million are decision-makers.



PLATFORMS

Google Search

We apply a No-Waste approach in our Google Search campaigns, through relevant keyword and bidding strategies. Say goodbye to wasted ad dollars, and trust our tried and tested method on the largest web platform!

3.5 billion searches happen on Google daily.

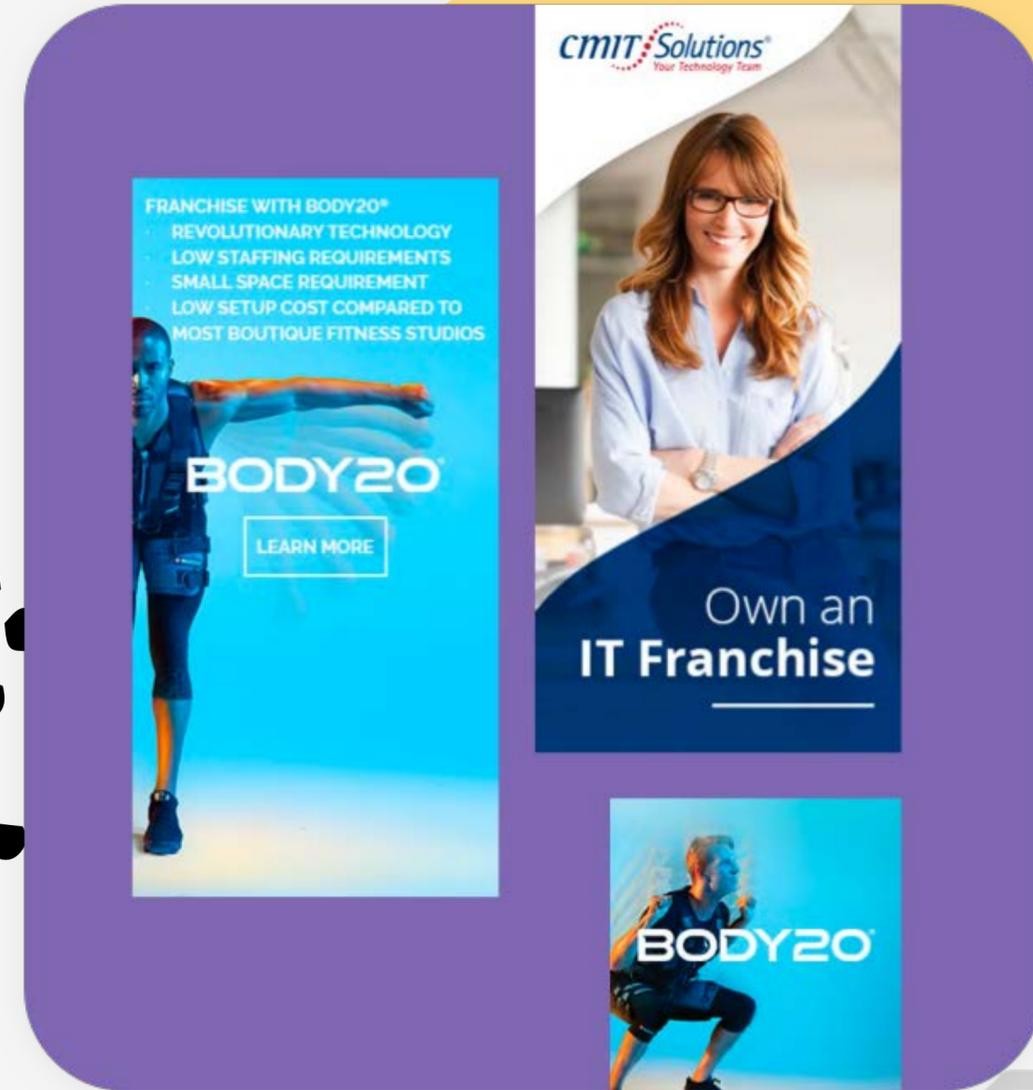


PLATFORMS

Display & Audience Network

Extend your reach beyond social media platforms through display and audience networks. Run your ads on millions of partner websites, videos, and apps, gain new audiences and engaged clients.

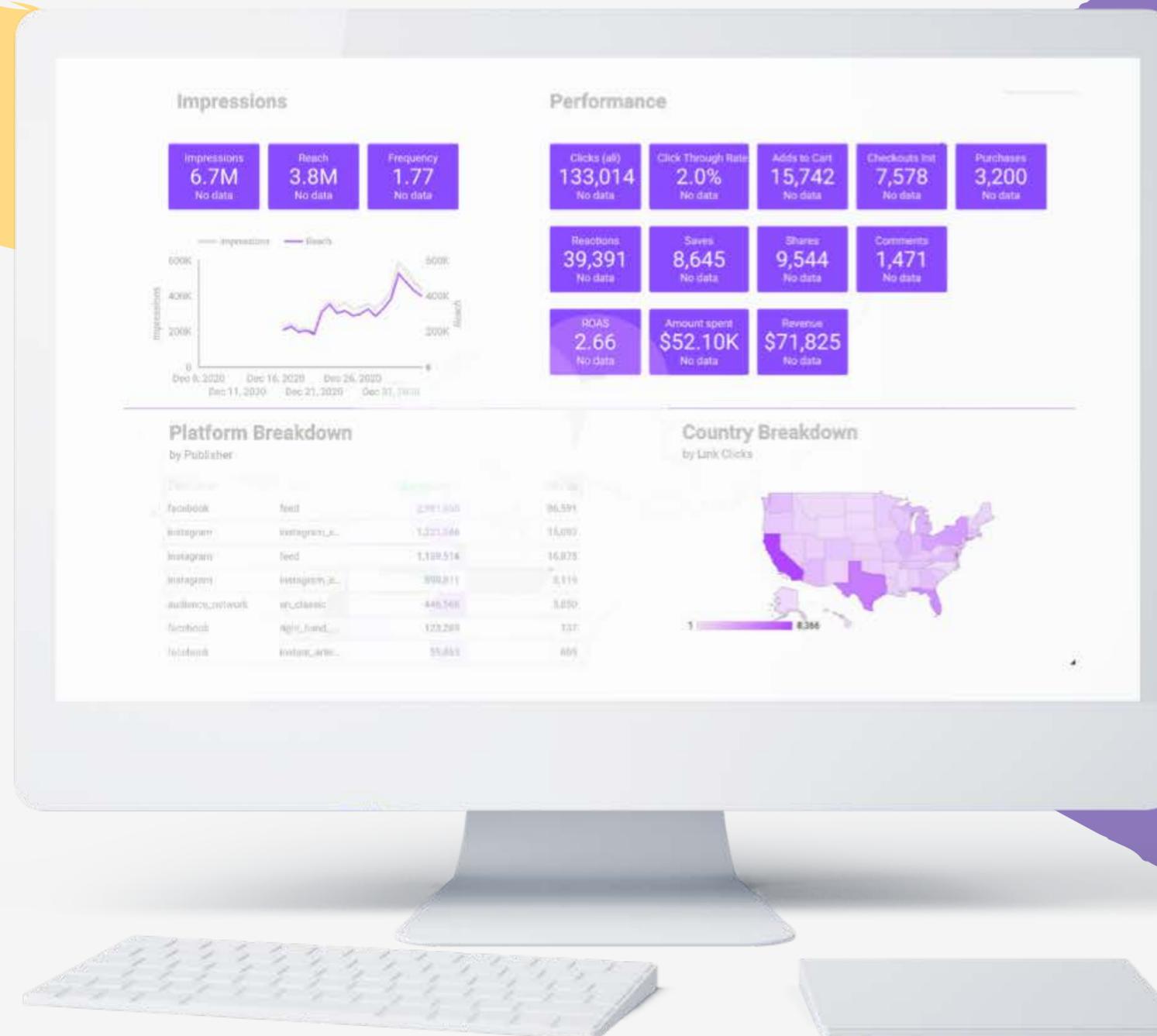
Display Network sites reach over 90% of internet users worldwide.



by facebook

Reporting

We've developed exclusive reporting tools so you can access real-time campaign performances any time!



Pricing

We offer the most straightforward pricing plans without setup fees and a short commitment period of four months. Sign up now to have your campaigns running in as little as 14 days.

All packages include:

✓ Complete Set-up

✓ Audience development

✓ Media spend

✓ Real-time Reporting Dashboard

✓ Dedicated Account Management Team



SIMPLE



COOL



EPIC



EVERYTHING

\$1,950/mo

\$2,950/mo

\$4,950/mo

\$9,950+/mo

- ✓ 3 Static Ad Designs
- ✓ 1 Motion Custom Ad Design
- ✓ Dedicated Account Manager

- ✓ Everything from '**SIMPLE**'
- ✓ Messenger Bot Campaign
- ✓ Additional Lead Volume

- ✓ Everything from '**COOL**'
- ✓ Google PPC Keyword Managed Campaign
- ✓ Additional Lead Volume

- ✓ Everything from '**EPIC**'
- ✓ LinkedIn
- ✓ 2 Additional Designs
- ✓ Additional Lead Volume

4-Month Timeline

Campaign finalized

Launch your campaign with a combination of static images & motion graphics (for various placements). Initiate A/B testing of audiences, creatives & platforms.

Optimize

Continue data optimizations based on client feedback/CRM data. Incorporate new lookalike audiences based on increased website pixel traffic.

MONTH 1

MONTH 2

MONTH 3

MONTH 4

Monitor

Optimize campaign platforms, demographic targeting & visual displays based on 1-month data. Use ad sequencing to retarget users based on prior engagement.

Refresh campaign

Recommendation: Change copy & images so that the campaign continues to reach the desired audience & does not become repetitive.

Next Steps



STEP 1

Sign Up



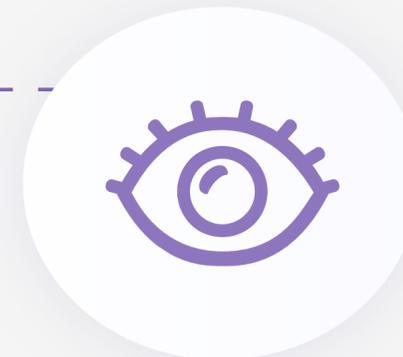
STEP 2

Onboard



STEP 3

Design



STEP 4

Reveal



STEP 5

Launch!



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TECHNOLOGIES INC.

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hello@xicay.com

